



American Cancer Society
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Children's Committee

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American Cancer Society Cancer Action Network Testimony

RE: SB 24 An Act Concerning The Governor's Recommendations Regarding Electronic Nicotine Delivery Systems And Youth Smoking Prevention.

Electronic Nicotine Delivery System Youth Access

While the intent to restrict youth access to e-cigarettes is both appropriate and necessary, the American Cancer Society Cancer Action Network (ACS CAN) must respectfully oppose, unless amended, the provisions in SB 24 pertaining to Electronic Nicotine Delivery Systems, or e-cigarettes. This bill would create a separate classification for e-cigarettes, which would exempt them from existing tobacco control laws and policies.

Until sound scientific evidence clearly shows that e-cigarettes are safe and effective as a cessation aid, ACS CAN will only support laws that treat e-cigarettes like all other tobacco products, including taxation and inclusion in smoke-free/tobacco-free laws.

Over the last several years, there has been a dramatic growth in the marketing and sale of e-cigarettes and in the claims being made by e-cigarette manufacturers, as well as a proliferation in the various types of e-cigarettes being sold. Despite the dramatic rise in the use of e-cigarettes, very little is known about their actual health risks or their impact on youth tobacco use or whether they are effective in helping smokers quit. ***No federal agency currently regulates how e-cigarettes are made or how and to whom they are marketed and sold.***

Growing evidence shows electronic cigarettes are a growing problem among youth. A recent Centers for Disease Control and Prevention (CDC) report (National Youth Tobacco Survey, reported in Sept 5, 2013 Morbidity and Mortality Weekly Report) shows that in the United States from 2011 to 2012—just one year—the percentage of youth (middle and high school students) using e-cigarettes more than doubled. Recent use of e-cigarettes among 6-12 year olds almost doubled in the same time period. Adults are also reporting greater use of e-cigarettes. CDC estimates that one in five adults have tried an e-cigarette, doubling from ten percent in 2010 to 21 percent in 2011.

Furthermore, more than 75% of the youth surveyed who used e-cigarettes also smoked conventional cigarettes.

The e-cigarette industry wants the public to believe that these products are a safe alternative to smoking; however, there is no reliable research to support this claim. The e-cigarette industry is using a number of marketing techniques originally employed by the cigarette companies to addict youth, including the use of candy- and fruit-flavors. E-cigarettes come in cotton candy, gummy bear, bubble gum flavors, Atomic Fireball, orange soda, as well as grape, apple and strawberry.

More research and regulation is needed on electronic cigarettes. There simply isn't enough high-quality, objective scientific evidence yet to know whether e-cigarettes are safe or effective. And there is currently no scientific evidence to back up the electronic cigarette industry's claims that their products are safe.

Effective regulation is absolutely essential to guard against potential health risks and prevent e-cigarettes from creating a new generation of youth tobacco users, increasing the overall number of people addicted to nicotine, convincing current tobacco users not to quit or re-glamorizing the act of smoking.

Tobacco Control Funding

While this new funding does not reach the recommended level of \$32 million from the recently updated *CDC's Best Practices for Tobacco Control Programs*, ACS CAN supports the Governor's recommendations relating to tobacco control program funding in SB 24. The bill calls for the restoration of the 50 percent cuts made to the Tobacco and Health Trust Fund (THTF) in the 2014-2015 biennium Budget as well as to future allocations for tobacco control program funding by the THTF Board. Additionally, the bill calls for the Board to have the authority to recommend for annual allocation any unobligated funds within the THTF, up to \$12 million. We recommend, however that the annual deposit be increased from \$12 million to \$16 million, half of the annual state spending recommended by the CDC.

Tobacco related diseases are the single most preventable cause of death in our society, yet according to DPH statistics, tobacco use kills more people in Connecticut each year than alcohol, AIDS, car crashes, illegal drugs, homicides and suicides combined. The U. S Surgeon General recently released a new report upon the 50th anniversary of the original landmark study on the consequences of smoking that revealed ***480,000 Americans die each year from tobacco-related illnesses and tobacco use costs the economy about \$300 billion per year in health care costs and lost productivity. Over the last 50 years, more than 20 million premature deaths have been caused by smoking, including more than 6.5 million preventable cancer deaths.***

Tobacco is responsible for roughly 1/3 of all cancer deaths – or nearly 2,300 cancer deaths in CT this year. Currently, 17.1% of adults in Connecticut and 15.9% of high school aged kids smoke, spending on average \$3000 per year on the habit.